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NEW METHODS OF EVALUATION

The Chairman has concluded a study of the various statistical and analytical methods used by the Voice of America, Radio Liberation and Radio Free Europe, for determining target area reception effectiveness.

While the methods used differ slightly with each organization, in principle they are identical in that the source of almost all the raw data used for evaluation comes from peripheral sources. This raw data consists of quantitative samples and lends itself rather nicely to the more or less fundamental statistical analyses for determining, with a high degree of exactness, reception characteristics at the finite point where the observations are being made.

By applying known principles of wave theory it is possible to extrapolate results for the finite area to give an indication of reception over a much wider geographical area. In doing so, of course, the measures of reliability and significance of results decrease as the geographical area becomes larger.

Considering the quantitative nature of the raw data, it appears doubtful whether more advanced statistical or analytical methods could increase the measures of reliability or significance of the results.

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On the other hand, it appears that a variety of other statistical and analytical methods can be applied to this particular problem, providing the data for evaluation is of a more qualitative type. For example, if a significant amount of signal intensity recordings are available of U. S. broadcasting signals in the target area, signal recordings of the jamming signal strength, knowledge of the exact jamming transmitter locations, etc., it would then be possible to determine with a very high degree of accuracy reception contours over wide areas. The basic problem facing TEAC appears to be not in determining new methods of evaluation, but in deciding if the problem warrants the effort of attempting to obtain more qualitative data that could be utilized effectively in a more advanced statistical and analytical approach.

In conclusion, it appears that present methods of evaluation are about the best that can be applied, considering the nature of the raw data available for evaluation. If it is desired to achieve a greater degree of accuracy or to extrapolate over wider geographic areas, a variety of statistical and analytical methods can be applied, providing the raw data is of a more qualitative nature.

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